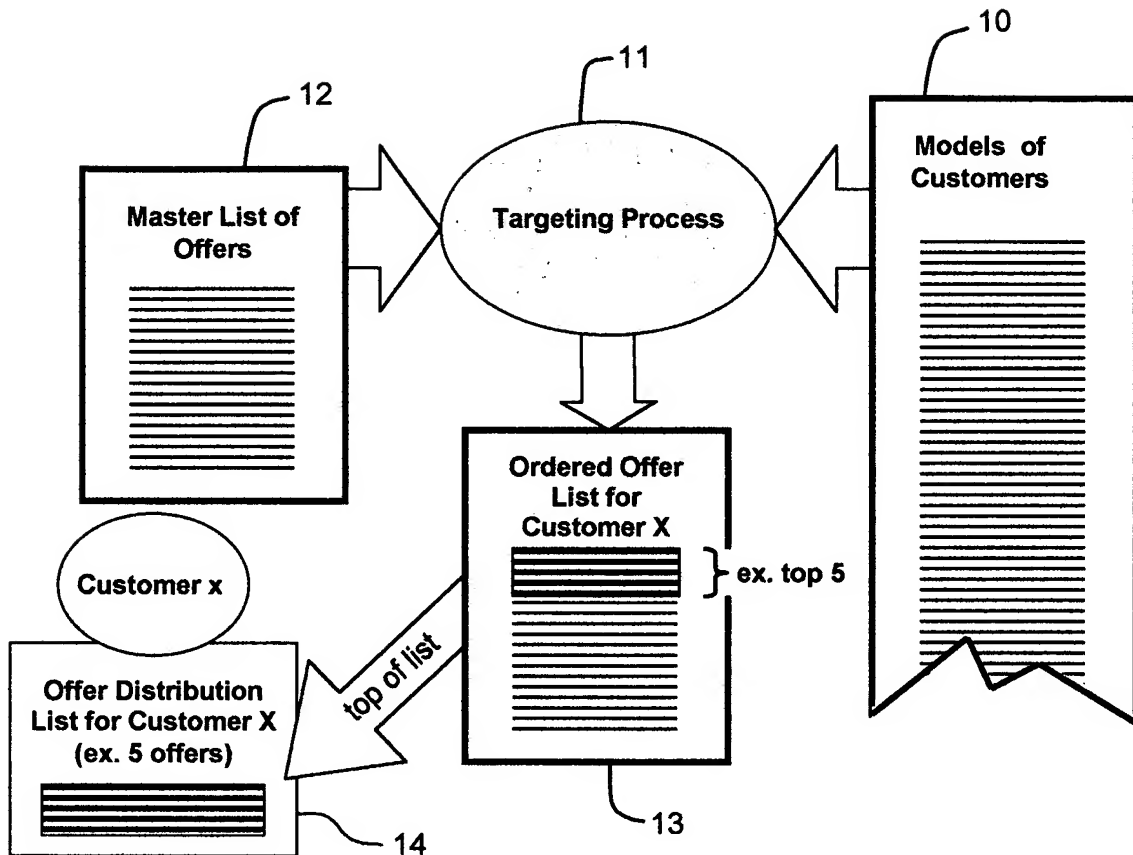


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*FIG. 1*

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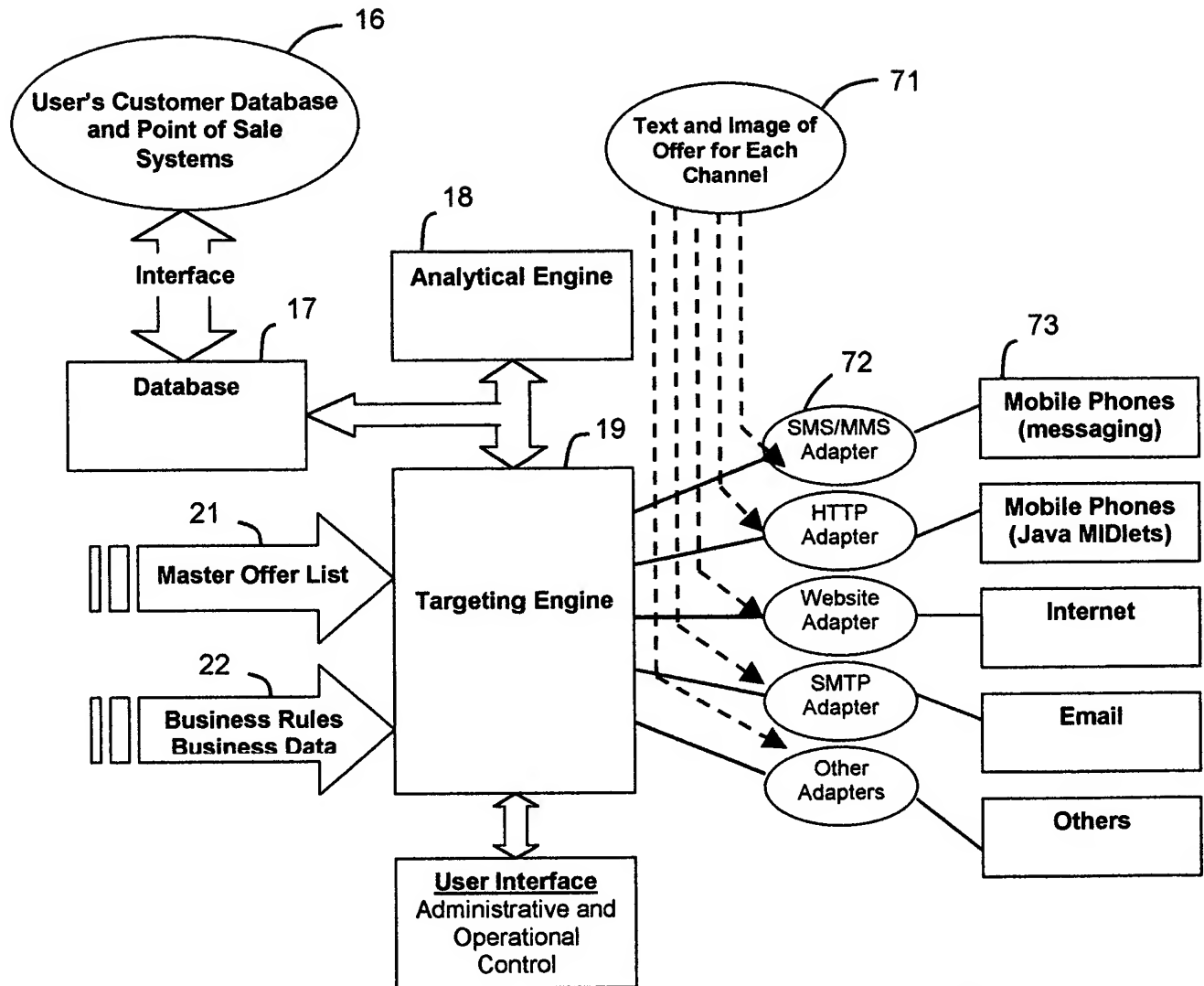


FIG. 2

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	OFFER PROBABILITY/SCORE			
	offer-1	offer-2	offer-3	offer-4
customer-1	0.006	0.002	0.004	0.009
customer-2	0.007	0.011	0.02	0.001
customer-3	0.009	0.001	0.003	0.002
customer-4	0.004	0.003	0.002	0.005

FIG. 3

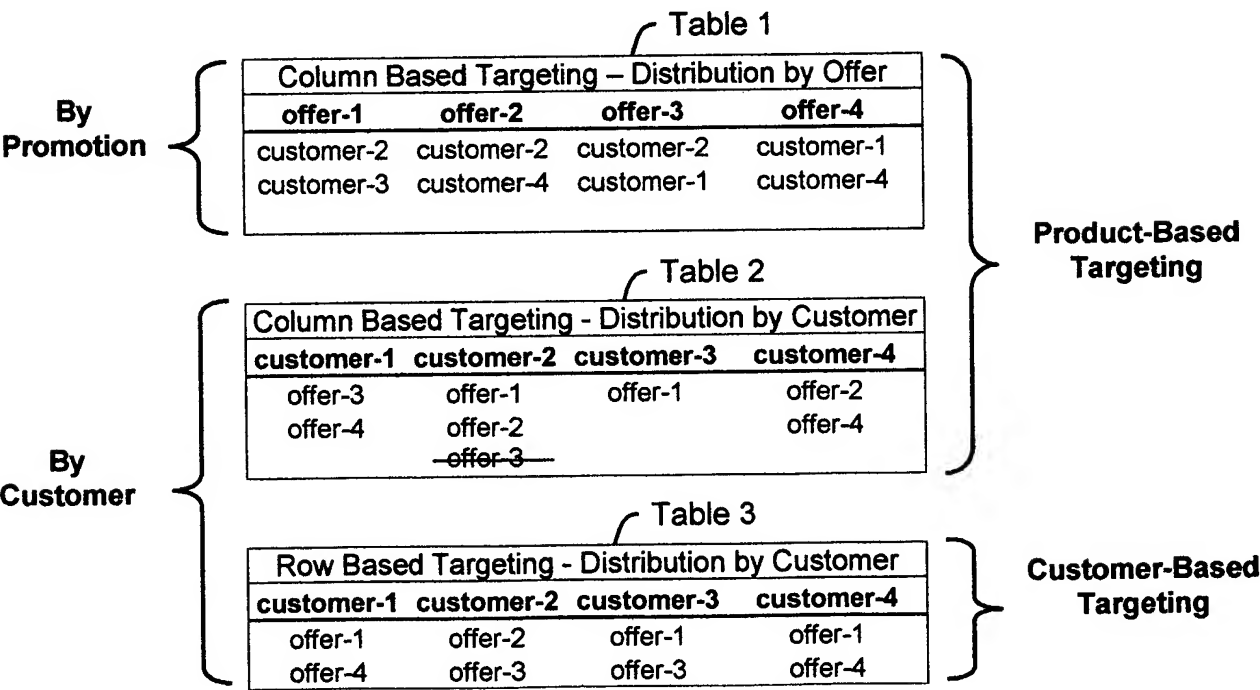


FIG. 4

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Market Basket Transaction Database				
Customer	SKU	Basket ID	Quantity	Total Price
1001	32	2001	1	\$2.49
1001	37	2001	3	\$3.57
1001	36	2002	4	\$5.00
1001	42	2002	1	\$16.50
1001	32	2002	4	\$5.60
1001	33	2002	4	\$4.98
1001	33	2003	1	\$2.49
1001	20	2003	2	\$2.88
1001	36	2003	1	\$1.25
1001	36	2004	1	\$1.25
1001	35	2004	1	\$2.88

FIG. 5

			Transaction Summary Table					
Customer	Baskets	...	32,37	33,36,42	34	35,36	37,42	...
1001	4	...	2	3	0	3	2	...

FIG. 6A

		SKU Grouping Probability Profile, Customer X					
SKU Grouping	...	32,37	33,36,42	34	35,36	37,32	...
Probability	...	0.5	0.75	0	0.75	0.5	...

FIG. 6B

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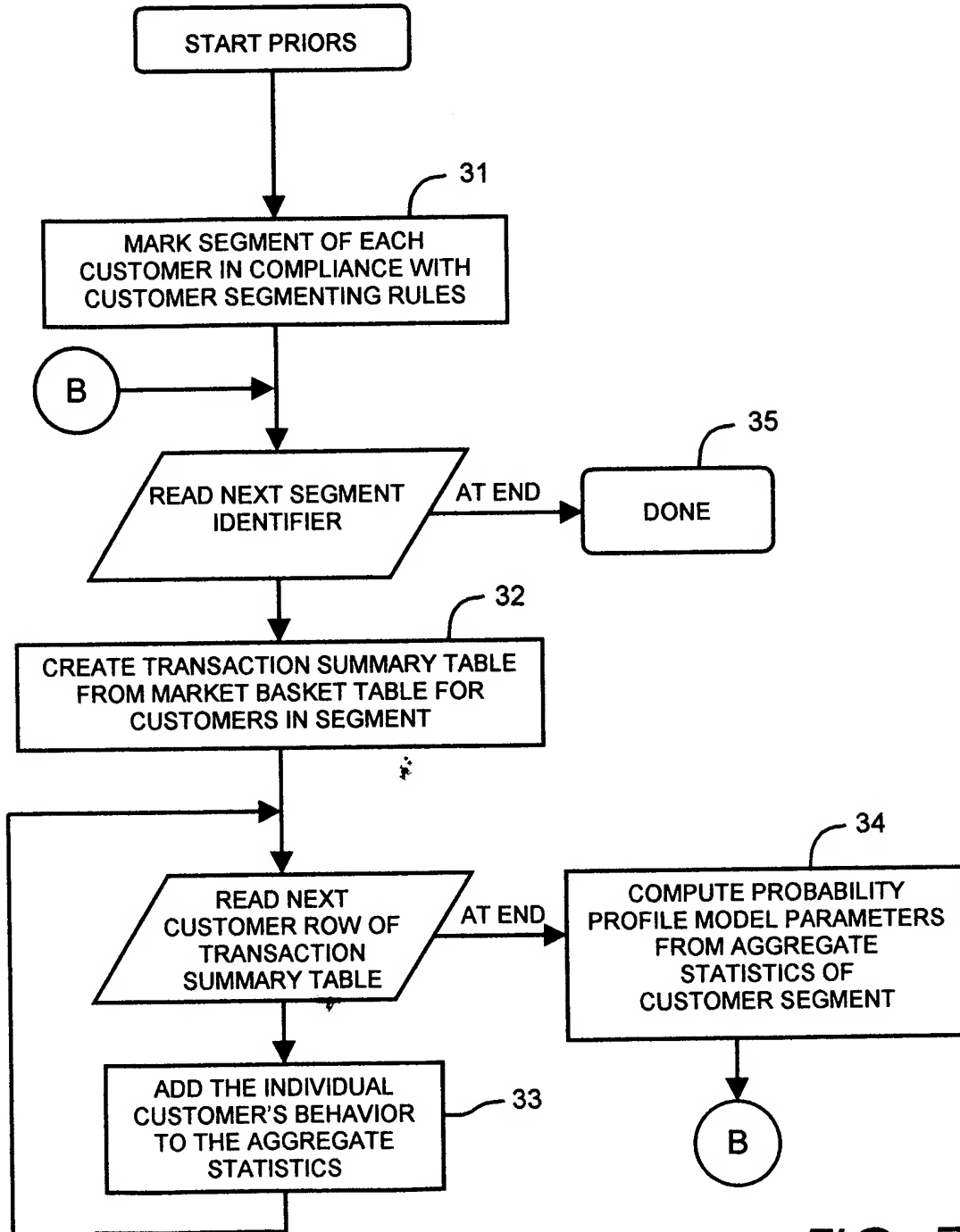


FIG. 7

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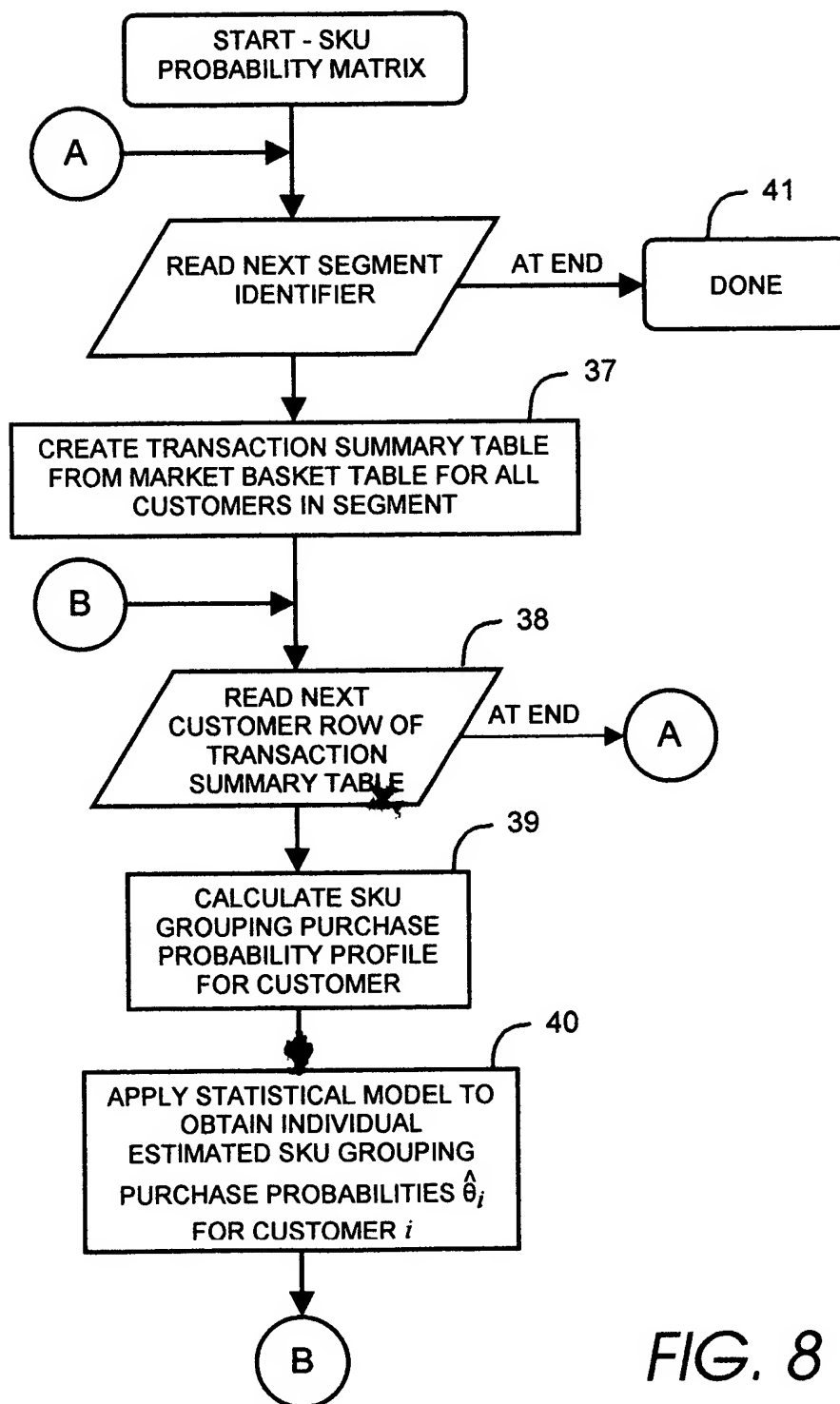


FIG. 8

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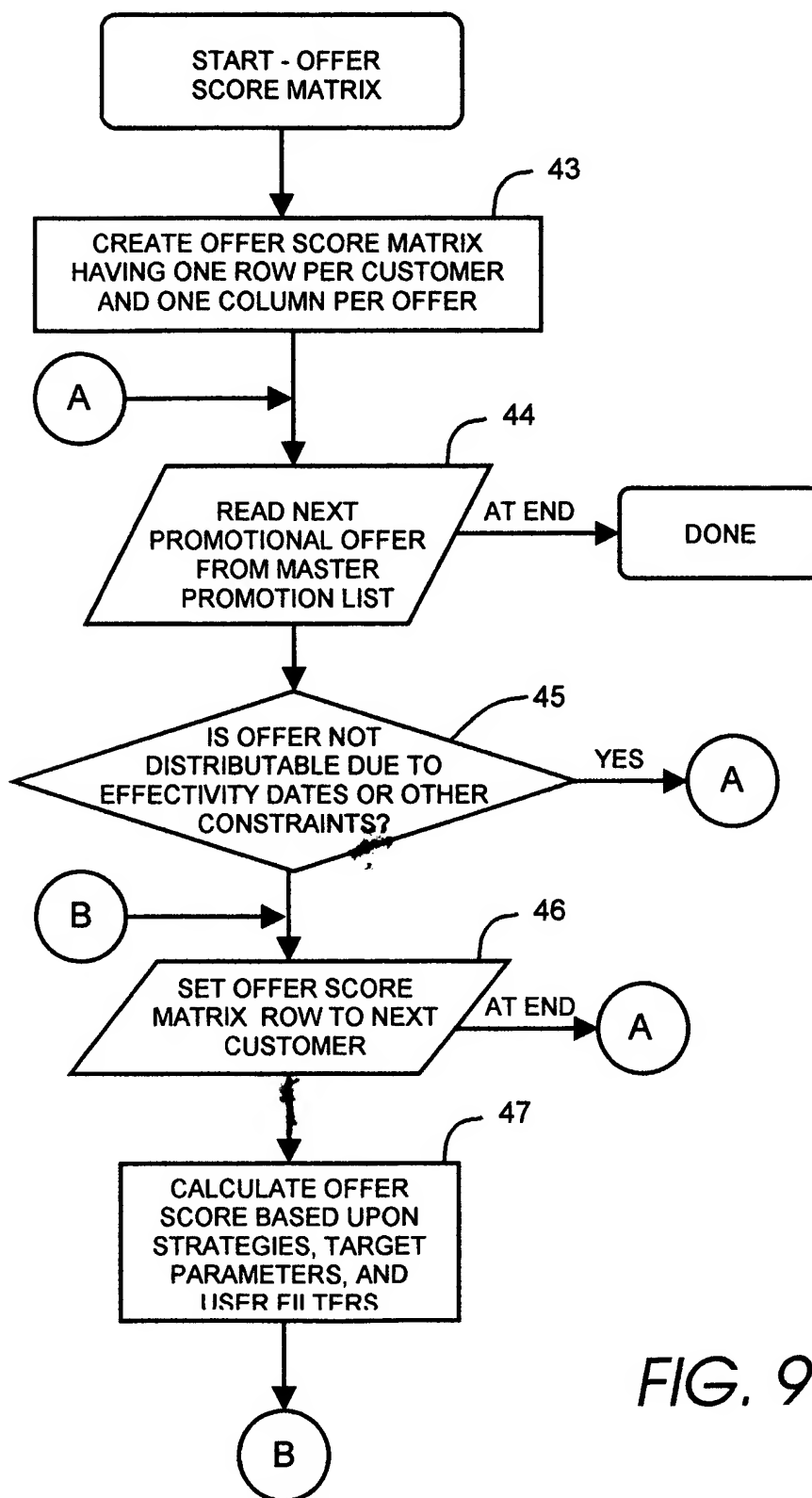
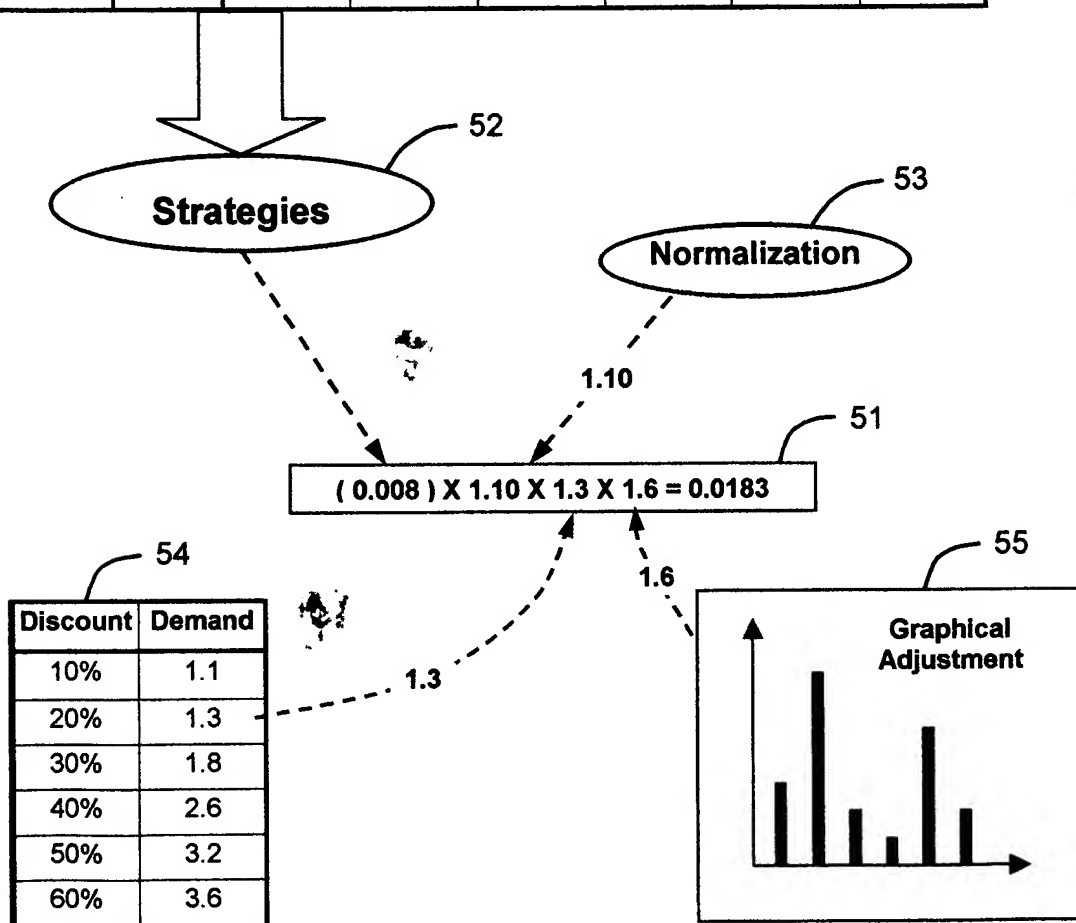


FIG. 9

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**TRANSACTION SUMMARY TABLE**

Customer	Baskets	SKU-1	SKU-2	SKU-3	SKU-4	SKU-5	SKU-6
1001	35	12	3	4	0	2	8
1002	10	3	1	2	1	0	3
1003	21	6	1	2	2	1	6
1004	26	5	4	4	2	0	7
1005	11	2	0	0	1	0	3



**FIG. 10**



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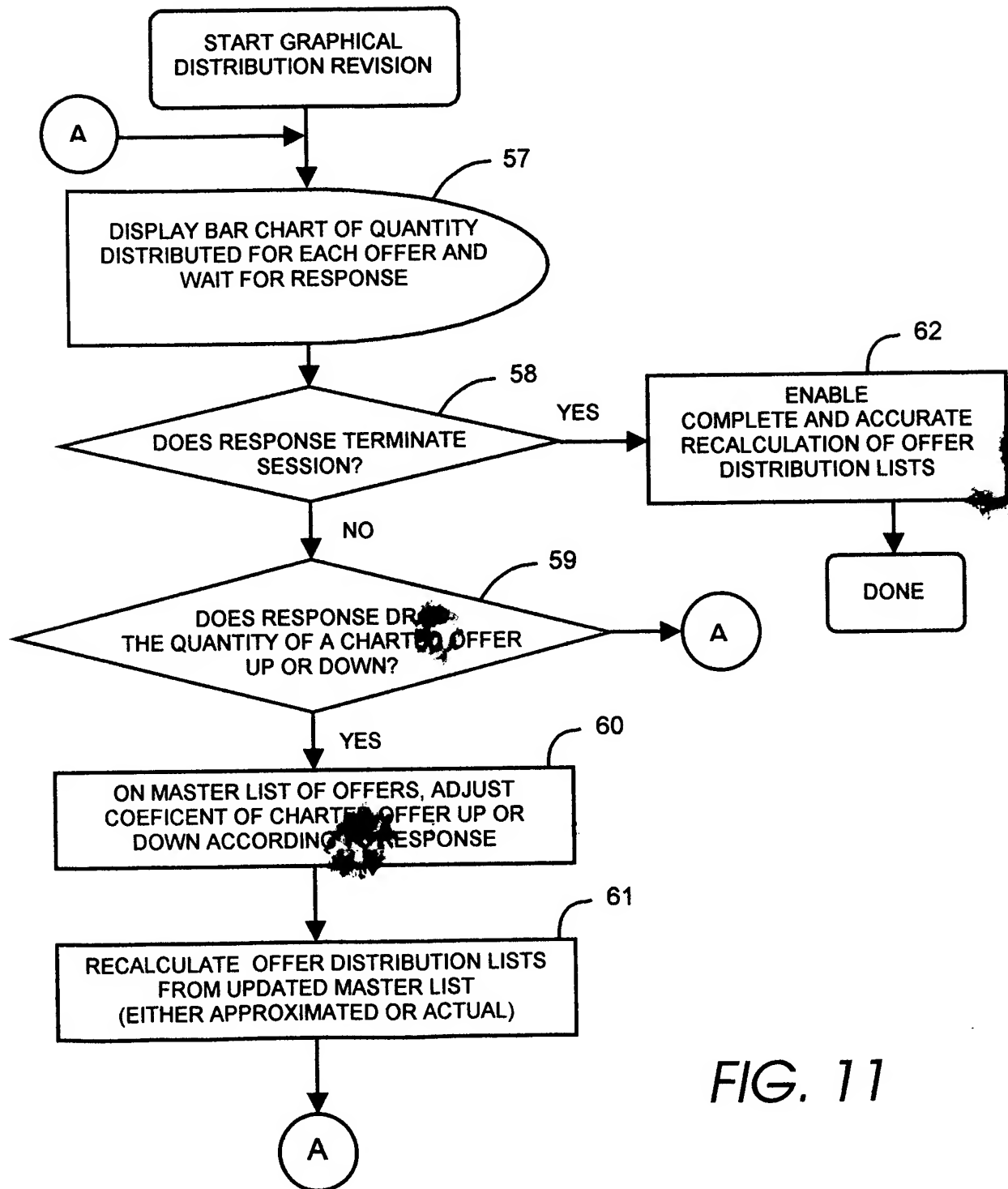


FIG. 11

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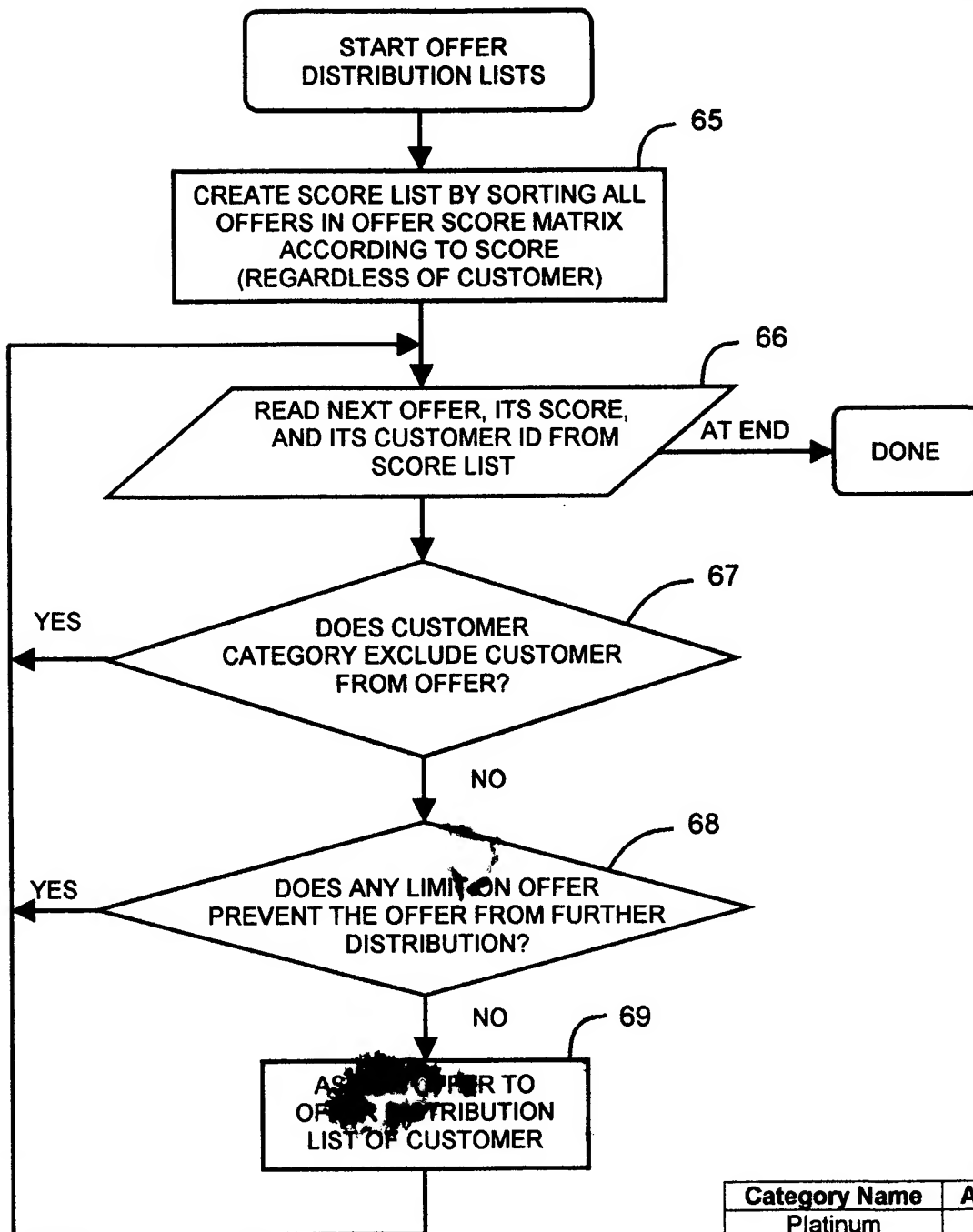


FIG. 12

Category Name	Avg. \$/mo
Platinum	\$120
Gold	\$60
Silver	\$30
Nugget	New

FIG. 13